

## **Organizational Operations and Improvement Mandate for Community Engagement and Communications Coordinator**

The Town of Greater Napanee provides a number of programs and services to its citizens and is responsible for \$444 million worth of infrastructure assets, including roads, utilities, facilities, vehicles and equipment.

The purview of Town Council is to decide how investments in assets are prioritized and which programs and services are offered. These decisions are made through annual budget decisions and through Council resolutions. Town Council has the legal authority to decide what programs and services are offered and what investments the Town makes. Administration, through the direction of the CAO, has the obligation to decide how the decisions and priorities of Council will be implemented by administration.

As the Town's lead for Corporate Communications, you will be responsible for working with the Chief Administrative Officer in developing and delivering a communications program that is planned, predictable and transparent. To achieve these goals, the Community Engagement and Communications Coordinator will:

### **Creating Predictable Organizational Behaviour - Standards, Policies and Systems**

- Develop service standards for all programs and services you are accountable for, inclusive of goals, targets and measurements.

### **Prioritizing Open and Transparent Communication to Council and the Community**

- Work under the guidance of the Chief Administrative Officer to develop and deliver a clear corporate communications strategy that prioritizes regular updates to the community on Town issues, events, investments, service levels, policy decisions and opportunities to participate in Town decision-making. These updates will be provided through a variety of communication tools, which will take into account Town resource levels and the stated information consumption preferences of community residents.
- Work under the guidance of the Chief Administrative Officer to develop and deliver a Corporate Communications and Identity Policy and a Public Engagement Policy.
- Work under the guidance of the Chief Administrative Officer on the creation of communications and public engagement guidelines for administration as to what organizational improvements are to be developed and implemented to better support the timely and predictable development of corporate communications and

engagement materials and activities. Care should be taken to ensure the clear expectations of the support staff are required to provide to enable the communications programs to succeed, including relevant processes and timelines to make communications activities clear and predictable.

- Conduct a community-wide communications survey to determine what types of information citizens would like to receive, how they would like to receive that information and preferred timelines with respect to the frequency of communication from the Town on a given topic. The results of the survey should significantly inform the development of the Town's corporate communications strategy.